

PACKAGE PROGRAMS

CRC

ON COLLEGE RADIO

SALES NEWSLETTER

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October 1st, 1954

RCA University Library Program Series will be continued on all stations participating last year who wish to carry these programs again this semester. The first monthly shipment will be sent out during October. Contracts for this series extending arrangements through 1954-5 will be distributed to stations in about three weeks. If your station participated last year but for any reason does not desire to participate this year, please do not accept the first monthly record shipment when it arrives - have it returned to the factory.

This year, as last, stations will be asked to program classical or semi-classical an hour daily, five days a week, featuring RCA records exclusively, with label credits to RCA Victor.

The November shipment will be selected in part from the following list. In order to introduce an element of selectivity into the choice of records, stations are requested to write in, on a postal card, their rating of the following numbers. The three selections receiving the most top ratings will be included in the November shipment to all stations.

1. Peter and the Wolf Sorcerer's Apprentice	Boston Pops Orchestra
2. Brahms Symphony #3	Toscanini
3. Elisir d'Amore	English Cast (opera)
4. Beethoven Fidelio (complete)	Toscanini
5. Sigmund Romberg	Deep in My Heart Dear
6. Gotterdamerung Tristan and Isolde	selection Furstwangler selection
7. Bartok-Violin Concerto	Furstwangler

The PLAY-BY-PLAY SPORTS series has not been sold, due in part to the scattered returns received in answer to our solicitation for availabilities (many stations had already sold their sports locally). Accordingly, we have advised national prospects that these games are no longer available, as stations are presumed to be selling them locally. We regret that we were not able to sign an advertiser for the play-by-play events, but trust you will not have too much trouble making local sales on this particular item. Our thanks to all stations who furnished availabilities promptly and reserved them for our sale until September 27th.

The NEW YORK TELEPHONE COMPANY has resumed its college radio campaign again this fall, expanding its coverage to include every campus radio station within New York State (except the University of Rochester, which is not in company territory). The schedule has also been expanded from two announcements a week (last year) to five announcements a week on some stations and six spots a week on others. The new campaign is part of a state-wide promotion of toll facilities, and will continue on this theme through December.

The New York State and Pennsylvania State Democratic Committees have respectively purchased facilities of New York State and Pennsylvania State college stations. The New York State schedule has not been finalized as yet, but the Pennsylvania schedule includes 5 15-minute programs and 20 1-minute announcements on all available Pennsylvania stations. If yours is one of these stations, please be careful to air the announcements and programs exactly at the times and dates ordered. And, it would be very helpful if you would prepare and post a promotional flyer calling students' attention to the broadcast time of the programs.

The fall cigarette preference survey will be distributed in a few days to all stations carrying cigarette advertising. The survey must be conducted during the week of October 12th; it cannot be postponed. Please alert your staff to be ready to perform this brief, simple survey during that week. A sampling of $3\frac{1}{2}\%$ of your campus enrollment (but not less than 100) is called for. Results will be used in solicitation of all national advertising including, but not limited to, all brands of cigarettes. We will not ask you to do any other survey until this one is repeated in mid-Spring, so please cooperate with us by doing the survey on schedule and getting us the results promptly. It can make all the difference in the world in the amount of new national advertising we are able to provide you. By the way, if your station has not yet returned the "calendar sheet" (showing the dates during 1954-5 your station will be on the air), or the program schedule sheets (one for every broadcasting day of the week listing your daily program schedule), please get these to us immediately. We cannot represent your station intelligently or effectively without them. If you're late with these forms or with the survey, and miss out on national accounts, DON'T BLAME US. We need these items to sell your station.